

RESOLUTION NO. A-_____

1 WHEREAS, the City of Lincoln owns and operates Pershing Municipal
2 Auditorium located at 226 Centennial Mall South in Lincoln, Nebraska; and

3 WHEREAS, two exterior animated programmable electronic message systems,
4 and one interior animated programmable electronic message system are located at
5 said auditorium; and

6 WHEREAS, Alltel Communications, Inc., 1440 M Street, Lincoln, NE 68508,
7 (402) 436-4448, wishes to acquire the right to display advertisements on said message
8 systems and the City is willing to grant certain advertising rights to Alltel
9 Communications, Inc.

10 NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of
11 Lincoln, Nebraska:

12 That the Advertising Agreement, which is attached hereto marked as Attachment
13 "A" and made a part hereof by reference, by and between the City of Lincoln dba
14 Pershing Municipal Auditorium and Alltel Communications, Inc., under which Alltel
15 Communications, Inc. is granted certain interior and exterior advertising rights at
16 Pershing Municipal Auditorium for a three-year period on the terms and conditions as
17 set forth in said Agreement is hereby approved and the Mayor is authorized to execute
18 the same on behalf of the City.

19 The City Clerk is directed to transmit one fully executed copy of said Advertising
20 Agreement to Thomas Lorenz, Manager of Pershing Municipal Auditorium, and one
21 fully executed copy to Alltel Communications, Inc.

05R-82

Introduced by:

Approved as to Form and Legality:

City Attorney

Approved this ____ day of _____, 2005:

Mayor